
Robin Peth-Pierce, MPA | Curriculum Vitae
Public Health Communications Consulting, LLC
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Public Health Communications Consulting, LLC, remains, by design, a small, personalized consulting firm focused on moving forward the science that improves children's mental health. For over two decades, I have worked collaboratively with teams of NIH researchers, university-based scientists, and non-profit organizations to write and edit a wide variety of materials, including grant applications, manuscripts, and digital and print media content tailored to multiple audiences, including youth and their families, providers, and academic researchers.

Education

The Ohio State University, Master's Degree, Public Policy and Administration

Miami University, BA, Journalism & Public Administration (dual degree)

Columbus State University, Health Information Management Technology (HIT) Certificate

Public Health Communications Consulting Clients (1999- present):

New York University, Langone Health, Department of Child and Adolescent Psychiatry, Center for the Implementation-Dissemination of Evidence-Based Practice Among States (IDEAS). Communications Director and Grant Writer (July 2012-present). Writer and editor for digital and print content on IDEAS research advances (www.ideas4kidsmentalhealth.org), as well as clinical trial materials for parents and healthcare providers; senior grant writer/editor on team obtaining NIH research funding for multiple NIH grants, including P30 and P50Advanced Centers (P30MH090322; Hoagwood, PI; \$8,075,278 and [P50MH113662](#); Hoagwood and McKay, PIs; \$4,000,000 direct costs).

Columbia University, Department of Psychiatry, and the New York State Research Foundation for Mental Health, New York State Office of Mental Health/New York State Psychiatric Institute. Communications Specialist and Grant Writer (April 2008 – June 2012). Writer and editor for digital and print content for Developing Center's research advances; senior grant writer and editor on team obtaining National Institutes of Health (NIH) research funding (P20MH078178 Developing Center; R01MH085969; Family-to-Family Services in Children's Mental Health) and Agency for Healthcare Research and Quality (R18HS018036), totaling over \$11 million. In 2012, the research team (Hoagwood, PI) moved to New York University, Department of Child and Adolescent Psychiatry, and transferred the grant.

Columbia University/Mount Sinai School of Medicine. Grant Writer (October 2010- May 2012). Senior writer/editor for grant submission to NYS; the Children's Technical Assistance Center (\$5M grant awarded 1/1/11). Post-grant work included website development, digital and print content and communications products, and website maintenance.

The National Institute of Mental Health (NIMH). Science Writer (2009-2010). Summarized RAISE (Recovery After an Initial Schizophrenia Episode) stakeholder meetings and served as science writer to prepare and edit documents for the RAISE clinical trial program.

Danya International, Inc. Science Writer (November 2005 – May 2007). Collaborated with child mental health researchers to create a computerized training module for researchers and families on academic-community research partnerships to promote participatory research.

The Child Mental Health Foundations and Agencies Network (FAN). Science Writer and Coordinator (2000-2004). Provided science writing, editing, and administrative coordination for the NIMH- funded network. Senior editor for monograph on children’s social and emotional school readiness; organized, coordinated and implemented a press conference and roll-out of the report, including dissemination to federal and state policymakers.

The National Institute of Child Health and Human Development (NICHD). Science Writer (2002-2004). Developed publications related to the NICHD Study of Early Child Care, an \$80 million study on the effects of childcare on children’s development.

The National Institute of Mental Health (NIMH). Science Writer (2001-2006). Provided science writing and editing services, including Executive Summary of “Blueprint for Change: Research on Child and Adolescent Mental Health,” a report of the National Institute of Mental Health Advisory Council, and Surgeon General's Report on Children's Mental Health. Wrote press releases on NIMH-sponsored research advances, and summarized meetings of Schizophrenia and Depression Treatment Network.

The National Institute of Mental Health (NIMH) and the National Institute of Arthritis and Musculoskeletal and Skin Diseases (NIAMS). Contract Reviewer (1999-2010). Served on various contract review panels evaluating communications and outreach program proposals. The World Federation for Mental Health. Science Writer (March-September 2003; January 2007 - October 2009). Wrote, compiled, and edited educational information about children’s mental health and related issues for World Mental Health Day, in collaboration with international Advisory Board (Generalized Anxiety Disorder, Bipolar Disorder, Caregiver Burden, and Depression and Diabetes); materials translated and distributed worldwide.

Employment

The National Institute of Child Health and Human Development (NICHD). Public Affairs Specialist (1996 to 1998). Media Responsibilities: Wrote and edited press releases on NICHD research advances. Coordinated and implemented press conferences, including development of communications plan and pre-conference media contact. Provided guidance to NICHD staff regarding public affairs issues, including development of materials regarding NICHD research advances. Public Education Campaign Responsibilities: Managed “Milk Matters” campaign to increase the consumption of calcium by children and teens. Developed written educational materials and initiated partnerships, including one with the “milk mustache” education

campaign. Assisted in public affairs and outreach efforts, including a partnership with the White House (Tipper Gore), for the "Back to Sleep" campaign to reduce the risk of Sudden Infant Death Syndrome (SIDS).

The National Heart, Lung, and Blood Institute. Technology Transfer Specialist (1995-1996) Provided guidance and assistance to NHLBI staff and other institute service-center clients (including NIDCD, NIEHS, NIAMS) on the development and management of intellectual property, patents, royalties, and interpretation of federal technology transfer law and policy. Key achievements included the development of technology transfer training presentation and manual to train institute scientists; development of marketing package and website to advertise NHLBI technologies available for licensing. Negotiated Cooperative Research and Development Agreements, Material Transfer and other research agreements with biotechnology and pharmaceutical companies. Tracked office budget (royalties / patent expenses).

The National Institutes of Health (NIH), Office of the Director. Presidential Management Fellowship Program (PMFP), September 1993 to September 1995. Selected as a Presidential Management Fellow; the Presidential Management Fellow Program, which bears the Presidential moniker, is the government's flagship leadership development program geared toward developing a highly-skilled and capable cadre of potential government leaders. Selected by the NIH Office of the Director to complete rotational assignments throughout NIH institutes to gain experience in budget, grants, contracts, communications, planning/evaluation and technology transfer.

Peer-Reviewed Publications, Book Chapters, and Presentations

Acri M, Morrissey M, Hamovitch E, **Peth-Pierce R**, and Hoagwood KE (2019, August). The Development of an Equine-Assisted Cognitive Behavioral Intervention for Children and Adolescents with Anxiety. American Psychological Association, Annual Meeting, Chicago, IL.

Hoagwood KE, Atkins M, Kelleher K, **Peth-Pierce R**, Olin S, Burns B, Landsverk J, McCue Horwitz S (2018). Trends In Children's Mental Health Services Research Funding by the National Institute of Mental Health from 2005 to 2015: A 42% reduction. *Journal of the American Academy of Child and Adolescent Psychiatry*, 57(1):10-13. doi: 10.1016/j.jaac.2017.09.433.

Hoagwood K, Atkins M, Horwitz S, Kutash K, Olin SS, Burns B, **Peth-Pierce R**, Kuppinger A, Burton G, Shorter P, Kelleher K (2018). A Response to Proposed Budget Cuts Affecting Children's Mental Health: Protecting Policies and Programs That Promote Collective Efficacy. *Psychiatric Services*, 69(3):268-273. doi: 10.1176/appi.ps.201700126.

Hoagwood KE, Olin SS, Storfer-Isser AA, Kuppinger A, Shorter P, Wang NM, Pollock M, **Peth-Pierce R**, Horwitz S (2018). Evaluation of a train-the-trainers model for family peer advocates in children's mental health. *Journal of Child and Family Studies*, 27(4): 1130–1136.

Hoagwood K, **Peth-Pierce R**, Glaeser E, Whitmyre E, Shorter P, Vardanian MM (2017). Implementing Evidence-Based Psychotherapies for Children and Adolescents within Complex Mental Health Systems. In Weisz J & Kazdin AE (eds). *Evidence-Based Psychotherapies for Children and Adolescents*, 3rd Edition. Guilford: NY, NY.

Hoagwood K, Acri M, Morrissey M, **Peth-Pierce R** (2017). Animal-assisted therapies for youth with or at risk for mental health problems: A systematic review. *Applied Developmental Science*, 21(1): 1-13. doi: 10.1080/10888691.2015.1134267.

Peth-Pierce R, Olin S, Hoagwood KE, Jensen P (2010). Creative community collaborations: A research casebook and toolkit. In Hoagwood, K.E., Jensen, P.S., McKay, M., & Olin, S.S. (eds.) *Children's Mental Health Research: The Power of Partnerships*. Oxford Press: New York, NY.

References

Kimberly Hoagwood, PhD., Vice Chair for Research and Cathy and Stephen Graham Professor of Child and Adolescent Psychiatry, New York University, Langone Health

Sarah Horwitz, PhD., Professor, Department of Child and Adolescent Psychiatry, New York University, Langone Health

Serene Olin, PhD., Assistant Vice President, Research & Analysis, National Committee for Quality Assurance (NCQA)